



MEMORANDUM

June 1, 2023

TO: City of Ridgecrest

FROM: Bryan Godbe
President
Godbe Research

RE: 2023 Community Satisfaction and Priorities Survey – Summary of the Results

Introduction:

The City of Ridgecrest commissioned Godbe Research to conduct independent public opinion research to assess community satisfaction and priorities for City services.

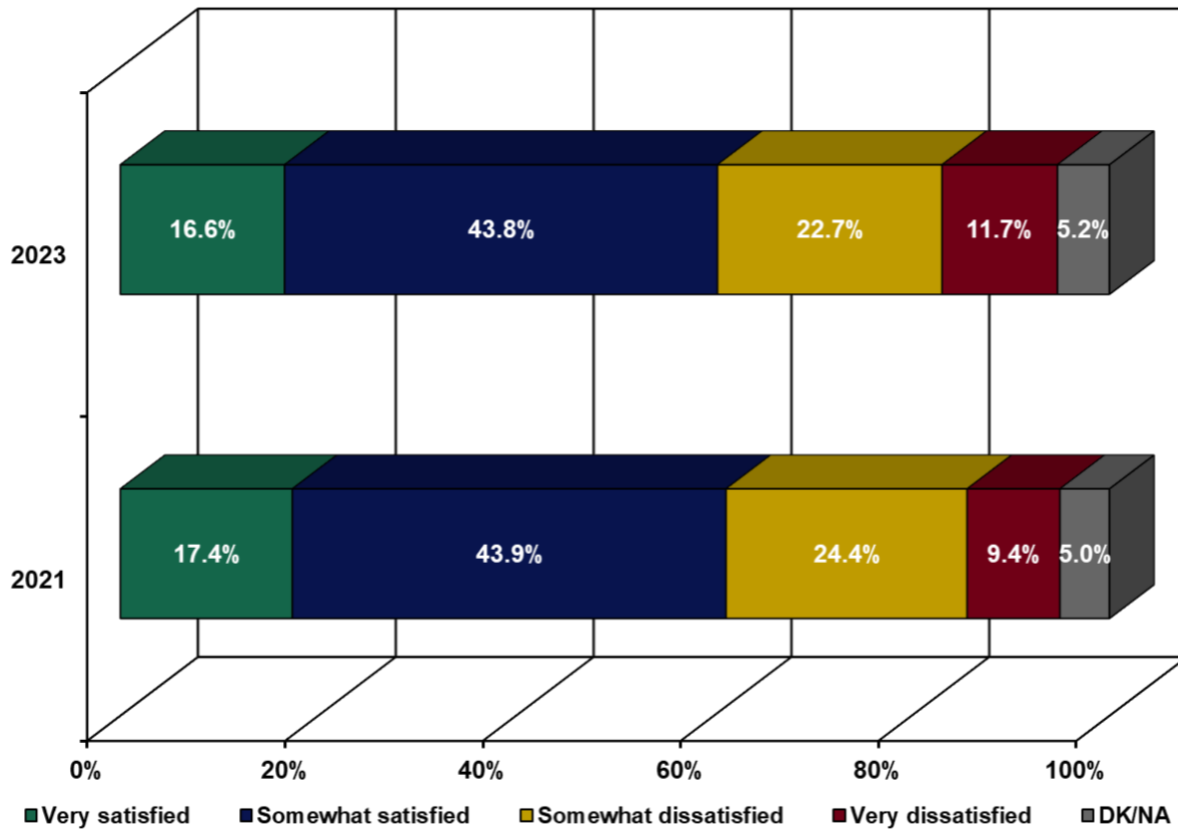
The results show constituents have a favorable impression of the job the City is doing to provide services, with a majority 60.4 percent indicating they are satisfied with City Services.

Methodology Overview:

Telephone and online interviews were conducted from April 24 through April 30, 2023 and the average phone interview time was approximately 25 minutes. A total of 402 City of Ridgecrest respondents participated in the survey, and the study parameters resulted in a margin of error of plus or minus 4.81 percent among Likely November 2024 Voters.

Satisfaction with the City of Ridgecrest's Job Performance:

The results show constituents have a favorable impression of the job the City is doing to provide services, with a majority 60.4 percent indicating they are satisfied with City Services, statistically identical to the 2021 survey data.



Respondents Identified a Variety of Key Priorities:

Respondents were presented with a detailed list of services provided by the City to determine how important and how satisfied with each individual services they are. The results suggest clear preferences, with:

1. "Maintaining 9-1-1 emergency response times"
2. "Maintaining emergency medical response"
3. "Continuing to fix potholes on neighborhood streets"
4. "Keeping public areas healthy, safe and clean"
5. "Maintaining the current emergency response times"
6. "Attracting and retaining local businesses and jobs"
7. "Continuing city street and pothole repair"
8. "Improving the overall quality of life"

All being in the top tier of importance".

		Importance	Satisfaction
Tier 1 Importance	4J. Maintaining 9-1-1 emergency response times	2.51	1.13
	4B. Maintaining emergency medical response	2.45	1.15
	4AA. Continuing to fix potholes on neighborhood streets	2.39	-0.09
	4HH. Keeping public areas healthy, safe and clean	2.39	0.76
	4D. Maintaining the current emergency response times	2.37	1.14
	4FF. Attracting and retaining local businesses and jobs	2.35	0.29
	4O. Continuing city street and pothole repair	2.35	0.09
	4P. Improving the overall quality of life	2.31	0.44
Tier 2 Importance	4A. Keeping both Ridgecrest fire stations open full-time	2.29	1.16
	4I. Maintaining crime prevention and investigation programs	2.28	0.70
	4V. Ensuring Ridgecrest is prepared for any emergency	2.28	0.95
	4DD. Maintaining the school resource officer program to keep police officers on school campuses to reduce gangs and drugs in our schools	2.24	0.72
	4T. Recruiting and retaining trained and qualified police officers	2.23	0.75
	4BB. Maintaining programs to improve the local economy and job creation	2.23	0.42
	4M. Maintaining Ridgecrest fire protection services	2.22	1.21
	4U. Maintaining local control of our Ridgecrest Police Department	2.21	0.97
	4Y. Ensuring local control of firefighting services	2.20	1.12
	4C. Attracting and retaining high quality firefighters	2.18	1.11
Tier 3 Importance	4EE. Maintaining the current number of police officers	2.17	0.66
	4K. Maintaining anti-drug and gang-prevention programs	2.14	0.59
	4H. Maintaining neighborhood police patrols	2.12	0.73
	4G. Maintaining recreation programs for all ages	2.07	0.59
	4L. Maintaining City parks and playgrounds	2.04	0.77
	4X. Maintaining City recreational facilities	1.97	0.63
	4E. Maintaining the senior center	1.93	0.91
	4Q. Maintaining existing sports fields	1.87	0.72
	4S. Maintaining neighborhood services, including graffiti removal and vandalism prevention	1.84	0.73
	4N. Renovating Pinney Pool	1.79	-0.03
Tier 4 Importance	4R. Maintaining the Kerr-McGee Center	1.77	1.04
	4CC. Providing lighting on sports fields for evening use	1.75	0.94
	4Z. Rebuilding, expanding and reopening Pinney Pool	1.74	0.02
	4GG. Expanding community events such as Night on Balsam Street	1.73	0.83
	4W. Maintaining programs to help residents and businesses recover from the COVID pandemic	1.47	0.90
Tier 5 Imp.	4F. Providing more walking and hiking trails	1.45	0.84

The satisfaction numbers highlighted in red show those services that have relatively lower satisfaction ratings.

Conclusion:

The results show that overall constituents are satisfied with the job the City is doing to provide services. The survey also indicates that respondents would like to see enhancements to several important services.